



CO-CREATE Youth Virtual Seminar

Confronting obesity: co-creating policy with youth

09/02/2021

Housekeeping

- ▶ Please stay muted at all times, unless you are speaking.
- ▶ The seminar will be recorded.
- ▶ You can use the Q&A function to post comments and questions.
- ▶ During the designated 'open dialogue' sessions you will have the opportunity to ask questions verbally.

Please raise your hand when using the Zoom function. The moderator will give you the floor when it is your turn to speak.

- ▶ The link to the recording and slides will be circulated post-seminar.

Agenda

(All times are displayed in GMT)

17:30 – 17:35	Introductory remarks	Prof Knut-Inge Klepp
17:35 – 17:40	Country level activities – the CO-CREATE youth alliances	Ana Rita
17:40 – 17:45	Connecting youth with stakeholders: the CO-CREATE digital dialogue forums	Marianna de Almeida Debelian
17:45 – 17:55	The CO-CREATE youth declaration	Pedro Goncalves & Zuzanna Burzynska
17:55 – 18:05	Raising the dialogue: Q&A with CO-CREATE youth	Moderator: Tasha Mhakayakora
18:05 – 18:15	The childhood obesity landscape: how are youth catalysing action across the globe?	Andrej Martin Vujkovic, Marie Hauerslev, Danielle Walwyn, Katrin Engelhardt
18:15 – 18:25	Raising the dialogue: Q&A with stakeholders	Moderator: Tasha Mhakayakora
18:25 – 18:30	Looking into the future: opportunities for engagement & closing remarks	Margrete Bjorge Katanasho, Claudia Selin Batz

Meet the speakers!



→ Confronting obesity: Co-creating policy with youth

Meet the speakers!



➔ Confronting obesity: Co-creating policy with youth



Confronting obesity: Co-creating policy with youth

Prof. Knut-Inge Klepp

CO-CREATE Project Coordinator



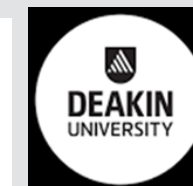
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774210



- ▶ 14 partners + WHO Europe
- ▶ May 1st 2018 – April 30th 2023)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774210



CO-CREATE

Main project objectives:

Investigate how **policy changes** can support healthy eating and a physically active lifestyle with the aim of **halting the rise of adolescent obesity rates**

1. To develop methodology for **monitoring and benchmarking relevant policies**;
2. To collaborate with **adolescents across Europe** in developing **novel policy options based on a system mapping approach** that will contribute to upstream overweight prevention and **reducing inequalities** in overweight and obesity

CO-CREATE – From analysis to policy agenda and action

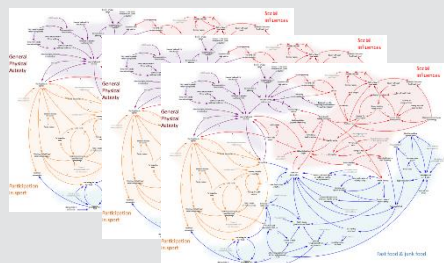
WP2 Available policies



WP3 Research evidence



WP4 System mapping



WP5-6 Youth Alliances w/dialogue fora



WP7 Evaluation

Evaluation and modelling of CO-CREATED policy actions

WP9 Dissemination, exploitation and communication



The CO-CREATE Youth Alliances

Ana Rita, CO-CREATE Youth Taskforce



The CO-CREATE Digital Dialogue Forums

Connecting youth with stakeholders

Marianna de Almeida Debelian

09.02.21



The purpose & power of dialogue

For youth:

- ▶ **Get feedback** on the relevance and feasibility of their idea
- ▶ **Connect** with decision-makers to transition from idea to implementation
- ▶ **Gain a better understanding** of the policy issue from multiple perspectives

For CO-CREATE:

- ▶ **Politicise** the issue of obesity
- ▶ **Empowerment** of youth
- ▶ Develop **innovative** ways of holding an intergenerational dialogue



Manu testing #4 - Google Slides

Mute Stop Video Participants New Share Pause Share Annotate Remote Control More

ID: 957-8189-3852 Stop Share

Mouse Select Text Draw Stamp Spotlight Eraser Format Undo Redo Clear Save

Theme of the dialogue:

Healthy school environments for children and youth

Policy idea:

Introduce courses in schools that increase awareness and motivation among children and adolescents around good nutrition and that include cooking lessons to teach youth simple and easy cooking skills.

What I mostly care about:

-Creating opportunities for children to learn important skills that will secure a healthy future

Use restaurants during the day —maybe students can invite their parents once a month to an early dinner cooked by them.

A program providing children with the skills and motivation to eat healthy.

we all agree on how important is to provide children and adolescents this type of skills

There are some obstacles that we can't ignore but if we try to fight them maybe this idea will have success

To dip up from what we already have in the system and look for opportunities tailored to particular country settings (also to benchmark)

The lack of resources

We all agree that is important to start teaching children.

Look to other countries with home-economics classes.

Obstacle - Schools focus on transferring knowledge, not applying knowledge to every day practice. They see the latter as the responsibility of the pupil/parent.

Every country is different in matters of school so my advice is to study every country where this policy idea could be implemented

maybe some schools will not accept having this programme

It reaches many young people

Outsourcing the project to specialized organizations

How to incorporate adolescents' home (family) environment into this?

Instead of introducing something, maybe try to look after we already have, to overcome some issues, such as the cost and the lack of people specialized, in each country

Some teachers may not know how to teach this new subject, so we will have to get enough people specialized to do it

Form a group of people that could work in this project

this idea is very important and i think the focus should be help children to learn how to cook, and teach them small skills

That knowledge should be transferred into everyday practice

Helping teens in developing a healthier lifestyle

To exchange with others evidence-based knowledge about healthy choices

Teach students on how they can have a healthy lifestyle, to prevent obesity and some other diseases related to this topic. If they learn that on school, will also allow students to exchange ideas and share knowledge

Anna Banik

G-C CO-CREATE EAT D

@EU_COCREATE #youthchangingpolicy

Twitter Instagram Save

Digital Dialogue Forums

UK –
2 Dialogue Forums

The Netherlands –
2 Dialogue Forums

- Sustainable waste policy
- Sugar-sweetened beverage tax

Portugal –
3 Dialogue Forums

- Improve access to physical activity
- Limit the marketing of unhealthy foods
- Nutrition education in School

Norway –
1 Dialogue Forum

Poland –
4 Dialogue Forums

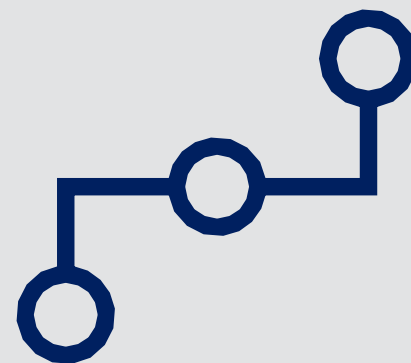
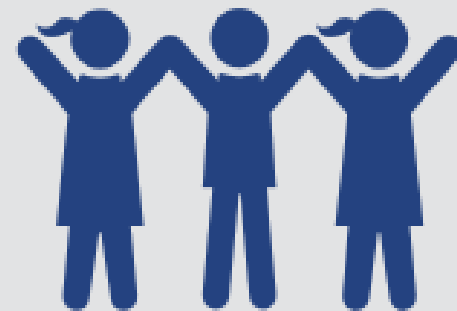
- Nutrition education in school
- Healthy food trucks, in and around schools
- Shelving policy in grocery stores, limit exposure to unhealthy food marketing
- Smartphone app to convert physical activity logs into rewards

South Africa



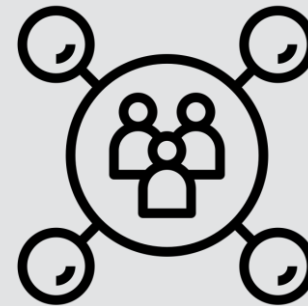
Key Learnings

- ▶ **Value of the unique perspectives** that everyone brings to the Dialogue Forum
- ▶ **Youth led, youth-facilitated** dialogues
- ▶ **Facilitate meaningful discussion** without power imbalances
- ▶ **Collective ownership** of the policy idea
- ▶ **Commitment** to follow-up action
- ▶ **Integrate follow-up** mechanisms



What next?

- ▶ **National and regional Dialogue Forums**
- ▶ **Global expansion of Forums**
- ▶ **Open access publication of the model**
- ▶ **Food Systems Summit Dialogues**





The CO-CREATE Youth Declaration

Pedro Goncalves & Zuzanna Burzynska, CO-CREATE Youth Taskforce

WORLD
OBESITY

G-C
CO-CREATE

HEALTHY
VOICES
youth driving change

• THE WHO
CONSIDERS
OBESITY a
SERIOUS THREAT
& PUBLIC HEALTH
in the TWENTY-FIRST
CENTURY!

• THE DECLARATION
IS GIVING YOUTH
a VOICE on a
POLICY ISSUE
that DIRECTLY
AFFECTS THEM!

YOUTH DECLARATION ADOPTION MEETING

• STOP ALL
MARKETING
OF UNHEALTHY
FOODS OF
CHILDREN AGED
18 OR YOUNGER.

• SUGAR TAXES
& MAKE UNHEALTHY
FOOD AND DRINK
MORE
EXPENSIVE.

• SECURE ALL
CHILDREN HIGH
QUALITY EDUCATION
ON FOOD & NUTRITION
& ACCESS to a HEALTHY
SCHOOL CANTEEN.

• OFFER ALL CHILDREN
& ADOLESCENTS FREE
ORGANISED
EXERCISE AT
LEAST ONCE A
WEEK.

17th NOVEMBER
2020

CREATING SYSTEMIC
CHANGE--

- there IS
NOT ONE
FACTOR causing
OBESITY...

...so ONE
INTERVENTION
WON'T ADDRESS
the PROBLEM
ON ITS OWN.

WHERE
are YOU
AIMING
your ADVOCACY?
• LOCAL?
• NATIONAL?
• INTERNATIONAL?
• GLOBAL?

WHO
can you
PARTNER
with?

WHO is
your
OPPOSITION?

TAILOR your
MESSAGING
to your AUDIENCE

IDENTIFY
who YOUR
KEY
AUDIENCE IS.

IDENTIFY
KEY MESSAGES



This project has received funding from the European Union's Horizon 2020 research and innovation programme (Work Programme 2016-2017: Food security, sustainable agriculture and forestry, marine and maritime and inland water research, and the bioeconomy) under grant agreement No 774210.

LIVEILLUSTRATION.CO.UK
GRAPHIC RECORDING, EVENT VISUALISATION & ILLUSTRATION

Demands

- 1) Stop all marketing of unhealthy foods to children under the age of 18 years
- 2) Secure all children high-quality, practical based food and nutrition education in school and a healthy school cafeteria

Demands

- 3) Implement a sugar-sweetened beverage tax to make unhealthy foods more expensive
- 4) Offer all children and adolescents free, organized physical activities at least once every week

Advocacy Tools

While no single definition exists for advocacy, all have a common basis: it is a call for change to improve people's lives. Advocacy is essential – it aims to address the root causes of challenges and issues that might arise and calls for the development of long-term, sustainable solutions. What do you need in order to become an advocate? Well, the most fundamental aspect of any advocacy work is a passion and commitment towards a cause!

Here, we aim to share with you some advocacy tools to help you become a strong, committed and powerful advocate!

HEALTHY VOICES / ADVOCATE / ADVOCACY TOOLS

The CO-CREATE Youth Declaration: Time to Act and Ensure Good Health for All

The time to act is now! That is the message from the CO-CREATE Youth Declaration task force, urging policy makers and stakeholders to address the challenge of adolescent overweight and obesity so that everyone has the opportunity to live a healthy life.

The Task Force included 8 youths from Portugal, Poland, Norway and the Netherlands. The group had regular meetings since July 2020 to discuss what they think it is important that declaration addresses, and officially adopted the Declaration on November 17th, 2020.

"Our Youth Declaration is very important because we are taking action by showing society and the political world the importance of this issue [overweight and obesity], asking them to think about the future of our generation", said Pedro Gonçalves, one of the Task Force.

DOWNLOAD THE DECLARATION HERE! 



@EU_COCREATE



www.co-create.eu



→ Confronting obesity: Co-creating policy with youth



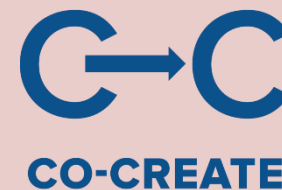
Raising the dialogue: Q&A with CO-CREATE Youth

Moderator: Tasha Mhakayakora



The childhood obesity landscape

How are youth catalysing action across the globe?



Strengthening Youth Voices in the Caribbean

Danielle Walwyn | Advocacy Officer | Healthy Caribbean Coalition





The **Healthy Caribbean Coalition** Network of civil society organisations focused on the prevention, management and awareness of non-communicable diseases



MAJOR POLICY PRIORITIES

MANDATORY 'HIGH IN' FRONT OF PACKAGE NUTRITION WARNING LABELLING to empower consumers to make healthier food choices.

1



HIGH IN SUGAR
Ministry of Health

HIGH IN SODIUM
Ministry of Health

HIGH IN SATURATED FATS
Ministry of Health

HIGH IN FAT
Ministry of Health

CONTAINS TRANS FAT
Ministry of Health

CONTAINS ARTIFICIAL SWEETENER
Ministry of Health

BANNING THE SALE AND MARKETING OF SWEET BEVERAGES IN SCHOOL SETTINGS and ensuring the availability of free drinking water to reduce the consumption of these beverages among children.

2



TAXATION OF SWEET BEVERAGES of at least 20% to reduce the consumption of these beverages among children.

3



TAX +20%





ONGOING YOUTH CONSULTATIONS



HEALTHY CARIBBEAN YOUTH

YOUTH & YOUNG
PROFESSIONAL NCD
NETWORK



2020



YOUTH4NCDs

2014

APPOINTMENT OF HCC YOUTH TECHNICAL ADVISOR

2019



RIGHTS BASED APPROACH

STRONG EFFECTIVE POLICIES

MEANINGFUL YOUTH
ENGAGEMENT



- a network of youth and young professions from a variety of health and non-health backgrounds focused on NCD prevention, control and awareness
- Recent HCY efforts have been focused on cultivating healthy school environments

Tackling childhood obesity

LISTEN – LEARN – SHARE – INSPIRE ... and act!



School children, Cambodia

- ▶ A future for the world's children (WHO-UNICEF Lancet Commission, 2020)
 - ▶ Placing children at the centre of the SDGs: overcoming ecological and commercial pressures to ensure children receive their rights and entitlements now and a liveable planet in the years to come.
- ▶ Regulate unhealthy food marketing to which children are exposed: including advertising, promotion and sponsorship
- ▶ Tax unhealthy foods and non-alcoholic beverages: and ensuring healthy alternatives
- ▶ Ensure access to healthy food: healthy public food procurement
- ▶ Create healthy school food environments: school food and nutrition policies



→ Confronting obesity: Co-creating policy with youth



Raising the dialogue: Q&A with stakeholders

Moderator: Tasha Mhakayakora



Looking into the future!

Opportunities for engagement and closing remarks

Advocacy Tools

While no single definition exists for advocacy, all have a common basis: it is a call for change to improve people's lives. Advocacy is essential – it aims to address the root causes of challenges and issues that might arise and calls for the development of long-term, sustainable solutions. What do you need in order to become an advocate? Well, the most fundamental aspect of any advocacy work is a passion and commitment towards a cause!

Here, we aim to share with you some advocacy tools to help you become a strong, committed and powerful advocate!

HEALTHY VOICES / ADVOCATE / ADVOCACY TOOLS

The CO-CREATE Youth Declaration: Time to Act and Ensure Good Health for All

The time to act is now! That is the message from the CO-CREATE Youth Declaration task force, urging policy makers and stakeholders to address the challenge of adolescent overweight and obesity so that everyone has the opportunity to live a healthy life.

The Task Force included 8 youths from Portugal, Poland, Norway and the Netherlands. The group had regular meetings since July 2020 to discuss what they think it is important that declaration addresses, and officially adopted the Declaration on November 17th, 2020.

"Our Youth Declaration is very important because we are taking action by showing society and the political world the importance of this issue [overweight and obesity], asking them to think about the future of our generation", said Pedro Gonçalves, one of the Task Force.

DOWNLOAD THE DECLARATION HERE! ➔



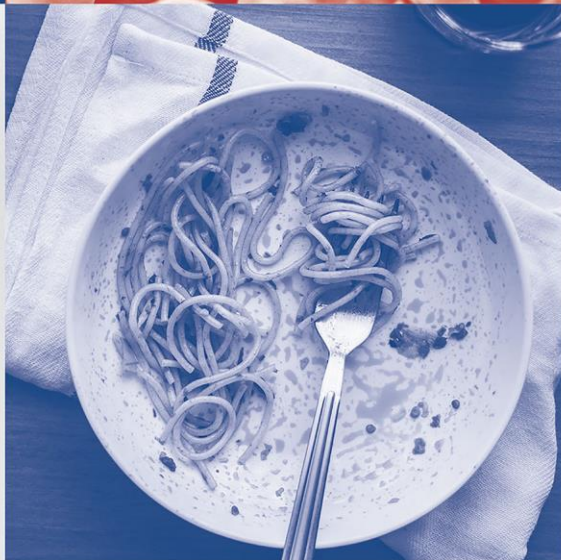
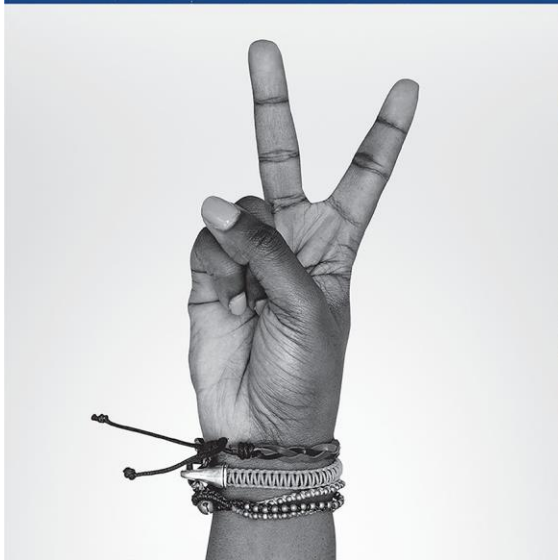
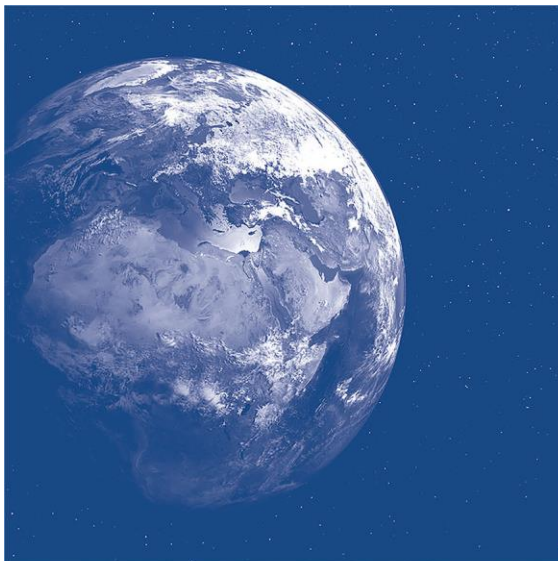
@EU_COCREATE



www.co-create.eu



➡ Confronting obesity: Co-creating policy with youth



The CO-CREATE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774210. The products of the research are the responsibility of the authors: the European Commission is not responsible for any use that may be made of them.

